



THE NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS

PRESENTS THE

2008 DOWNTOWN REVITALIZATION &

MANAGEMENT INSTITUTE

10TH ANNIVERSARY SCHEDULE

SAVE THE DATES!

ORGANIZATION: PEOPLE, MONEY, AND PARTNERSHIPS: JANUARY 30 & 31, 2008

Day 1 will explore techniques and practices to ensure the long-term success of revitalization efforts, facilitated by Deb Turcott, Executive Director of New Hampshire former New Hampshire Downtown Center Director former local Main Street Director in the town of Laconia, NH. This session focuses on Organizational Issues Surrounding Downtown Main Street Organizations and will teach you the following: Why and how the Main Street approach works; how to keep the Downtown Revitalization & Management process organized; and finding and retaining financial and human resources to sustain your management efforts. **Day 2** sessions led by The Wander Group focus on *Improving Leadership Communications: Maximizing Board/Staff Teamwork, The Importance of Organizational Identity, Volunteer Team/Committee Best Practices*. The afternoon session by Laura Otten, nationally-known Director of the LaSalle Non Profit Center will focus on the theme of *Non-Profit Management For Overextended (Yet Invested) People* to assist volunteer stakeholders with best practices in maximizing their investment into running their downtown management organization.

CREATING ECONOMIC OPPORTUNITY: APRIL 29 & 30, 2008

Traditional and commercial districts demand innovative approaches to attain and retain economic success in today's highly competitive marketplace. This session will help to develop long-term solutions towards business expansion and recruitment. New Jersey's JGSC Group, along with a group of economic development and redevelopment professionals from our state will provide a two day session of the step-by-step process for revitalization, examining and explaining the many components and strategies that can be used, resulting in you learning how all the pieces fit together to create a comprehensive and effective plan of action for economic revitalization, and leaving you with a step-by-step system for making positive economic change happen.

GUIDING DESIGN ON MAIN STREET: JULY 29 & 30, 2008

Downtown's physical resources provide the basis from which economic growth and vitality can occur, set the stage for its unique events and activities and provide a sense of civic pride and public memory. This two-day session will explore the importance, value, and vocabulary of good design, using historic preservation as part of the design vision and marketing strategies. **Day 1** will comprehensively cover all key aspects of Design from buildings to window displays to safety to streetscape with Urban Design Services from San Antonio, TX. **Day 2** will focus on providing parking and parking management solutions and then deal with safety solutions through a detailed CPTED (Community Policing through Environmental Design) training.

PROMOTING DOWNTOWN: OCT 29 & 30, 2008

Exciting Details to follow for Day 1! By popular demand, NJ's own Sylvia Allen will be back to close out the DRMI 10th Anniversary Year with a bang sharing her humor, NJ flavor and extensive knowledge about events, sponsorships and marketing plan creation. More to come!

All sessions are held at Thomas Edison State College, Trenton, NJ

For additional information and updates on the MSNJ DRMI:

<http://www.nj.gov/dca/osg/resources/msnj/index.shtml>

**The MSNJ 2008 DRMI is sponsored by:
NJDCA and the Office of Smart Growth**